

# Dallas, Where Piety and Quacks Lie Down Together, Fifty-Fifty

Mighty Few Bright Spots in This Shady  
Texas Hotbed of the Religious Press

The Dispatch Is One Glowing Exception, and Holland's  
Magazines Are Equally Fine—Local Advertising  
Club Wants Good Advertising Law, but News-  
papers Don't, and They Kill It Dead—Pity  
of It Is That if All Good Forces Pulled  
Together Half as Hard as Others  
Do, Wonders Could Be  
Accomplished

By SAMUEL HOPKINS ADAMS

Dallas, Texas, May 14.—Some years ago I had occasion to criticize a certain religious publication of Dallas for one of its advertisements. It was a particularly nasty and offensive bit of advertising, and the editor of the paper was a particularly edifying and pious person. Inspired of a holy wrath, he retorted upon me through the columns of his weekly in the spirit, if not in the precise words, of the reformed cowboy revivalist who, upon being repeatedly interrupted in the course of his services by an unregenerate auditor on the front seat, with the query as to who he was that he should set himself up to tell other folks their sins, finally advanced to the front of the platform and, leaning above his tormentor, thundered out:

"I'm a meek and humble follower of the Lamb; that's who I am! Who the h—ll are you?"

There you have, substantially, the attitude to-day of the Dallas press, religious and lay (with three notable exceptions in the latter category, to which I shall revert later), toward any one who should venture to call it to account for the character of its advertisements. Indeed, this indirect *tu quoque* form of retort would be about the only answer most of them could find available. Too much should not be expected, perhaps, of the daily papers in an environment where the religious press sets such a bad example. Only a few weeks ago the Rev. Powhatan James, of the Gaston Avenue Baptist Church, after delivering the invocation before the annual convention of the Associated Advertising Clubs of Texas, spoke out in meeting to this effect:

"I cannot leave this platform without unburdening my mind on one sore point. Many of our religious papers carry advertisements which are unfit to enter any Christian home. The most pronounced objectionable advertising of to-day is found in the religious press."

The Rev. Mr. James had his evidence ready to hand. The Dallas World, a non-sectarian weekly, sets before its readers the errant quackery of Lydia E. Pinkham, Anti-Kamnia and Nuxated Iron; also a trap for the pennies of boys inviting them to become detectives (by mail), and the offer of a "beautiful suit, free." The World has recently intrusted its advertising, and therewith its standards of honor and decency, to E. L. Jacobs, the religio-quack advertising agent. The outspoken and courageous Rev. Mr. James will doubtless find further material for protest in its columns if he follows its muddy trail as laid out by Jacobs. Another local religious weekly, The Texas Christian Advocate, while it has dropped the worst of its former advertising, still exploits a fake gallstone cure and an equally vicious dropsy remedy; while a third, The Baptist Standard, acts as publication agent for two chill tonics, Jad Salts "for aching kidneys," an "agency" employment trap and a marvellous root discovery which "cures" the tobacco habit.

As for the daily press, here is the opinion of the Dallas Advertising League, the local organization of the Associated Advertising Clubs of the World, taken from the circularized appeal for the passage of an Honest Advertising law:

"When we ask the Texas lawmakers to pass it we want the earnest support of the general public, for most of the newspapers are going to be against it, or, at least, lukewarm in their support." (The italics are mine.)

Most of the newspapers were against it. They killed it. They had reason to. There are not three daily newspapers of importance in Texas to-day which would not suffer pernicious anæmia of the advertising system were an honest advertising law passed and enforced. Take The Dallas News, perhaps the most important and influential paper in the state. Including its evening edition, The Journal, it is not ashamed to accept Tanlac, Lydia E. Pinkham, S. S. S., the Cluthe Truss, Peruna, Bon-Opto (published in defiance of government regulations as a news dispatch); that masterpiece of imaginative stock-jobbing, the Ford Tractor, and the golden promise of \$25 a week for two hours work per day. Is it surprising that The News is not militant for better advertising standards? Its redeeming feature, from an advertising viewpoint, is that it does not accept fake oil and mining stocks or disgusting sexual advertising.

The Times-Herald is owned, published, managed and wholly controlled by E. J. Kiest, a gentleman of a highly independent habit of mind. So independent is Mr. Kiest of public opinion and journalistic decency that almost anything can get into his paper for all he cares. The qualifying "almost" refers to a story to the effect that a large advertiser once called upon Mr. Kiest, bearing a clipping from that evening's Times-Herald, wherein a local quack "guaranteed cure," with great particularity, of a certain disease whose symptoms were set forth in detail more picturesque than edifying. The large advertiser protested against such matter appearing.

"I own this paper," retorted Kiest. "I own it all. It doesn't owe a dollar. It makes money. I run it to suit myself. If that ad don't suit you look the other way when you come to it!"

"Do you give that advice to your own family, Mr. Kiest?" quietly asked the visitor.

The reply of The Times-Herald's proprietor is not chronicled. But the offensive display shortly after disappeared from the paper. However, I should not advise the ladies of Mr. Kiest's family to read his paper too exhaustively even now. They will find there Santal Midy, the gonorrhoea "cure"; a lost vitality restorative; the veiled (and false) promise of abortion of the Chichester pills; not to mention such standard fakes as Tanlac, Swamp Root and Plapao pads.

From the indifference of The News and the cynical independence of The Times-Herald it is refreshing to turn to The Dallas Dispatch. It was a surprise—almost amounting to shock—to discover down in this far corner of the country a daily straighter in

its standards of advertising than The Chicago Tribune; more careful in its censorship than The Washington Star; quicker to discern a fake and prompt in throwing it out when discovered than The New York Times. The Dispatch is on a plane with The New Orleans Item for honest standards, and is even more drastic in its restrictions, since it refuses all patent medicine advertising, on the ground that most of such advertising is bad and that it hasn't at command (as The New Orleans Item has) the technical skill and knowledge to distinguish the reputable from the deceptive. Like all publications which begin by eliminating the most deceptive class of ads, it has inevitably gone on to censor other "copy." Classified advertising is "turned down on suspicion." It must practically be able to prove its legitimacy when it is offered for publication in The Dispatch. Financial and stock advertisements, unless their nature is known to the management, have a hard time gaining admittance. Even so, an occasional "bad actor" will slip past. This spring an advertisement of the Ray-Arizona Copper Mining Company was offered to Business Manager Ross Beaumont. The wording was conservative; it looked like a fair proposition. He accepted it. Now, The Dispatch is one of those offices in which all departments are interested in keeping the columns free of deception (no other method is ever wholly successful, by the way). So when, after one insertion of the Ray-Arizona copy, Editor Edwards saw an article in a Los Angeles paper decidedly unfavorable to the concern, he communicated with Mr. Beaumont, who ordered all further ads held up pending investigation. That is, he gave the benefit of the doubt not to the advertiser, but to the reading public. Request for information sent to the California state commission which had investigated the company elicited a most unfavorable report. Exit, permanently, Ray-Arizona from The Dispatch, thereby saving money for its readers.

In every instance where a newspaper casts out the patent medicine devil the patent medicine devil clamors to get back into the newspaper. So it proved with The Dispatch. A dozen of the chief quackeries of the country from time to time essayed the experiment. The method is illustrated by the quack booze medicine Tanlac, which was making a big local "drive" just before I reached Dallas in all the papers except The Dispatch. One day the representative in charge of the local field for Tanlac dropped in upon Business Manager Beaumont and delivered himself of this unsupported soliloquy:

"Tanlac isn't doing what it ought to in this town. (Pause for effect.) I dunno what's the matter with it. (Pause for reflection.) I think maybe it's because we don't run our copy in The Dispatch. (Hopeful pause.) You don't take medical copy, I'm told. (Pause, less hopeful.) Oh, well (sigh), I s'pose that's why we don't get better results." (Exit.)

Although The Dispatch is making money and thereby proving that clean advertising can be made to pay in the local field, the other dailies exhibit no signs of following its lead. Apparently the easy returns of quackery and fraud are more to their taste. Yet long before The Dispatch came into the field they had a local example of the best standards of journalism in the two magazines conducted by Frank P. Holland, "Farm and Ranch" and "Holland's Magazine." Mr. Holland guarantees the reliability of all his advertisements. He can afford to. His columns are 100% clean. Even the "classified" department, where so many otherwise strict publishers fall into error, is a model of censorship in the interests of the reader. If the local religious press wishes to purge itself of the reproach so justly expressed by the Rev. Mr. James it could do no better than to enlist Mr. Holland's aid as unofficial censor. I have no authority to state that he would undertake the task, but I have never yet met a man of his type in journalism who wasn't more than willing to lend a hand to any other publication honestly endeavoring to clean up its columns.

Mercantile advertising here is in a peculiar state. Most of the stores are reputable and deal honestly with their patrons, in deeds. They would like to deal honestly in words to an equal extent; because honesty is their natural medium. But there is also policy to be considered. And they're afraid that strict honesty is not really the best policy. Therefore, without exception, the big stores indulge in "value" claims based upon nothing more substantial than the rainbow lighted clouds of commercial imagination. You can get (if you're of a simple and trusting disposition) \$85 suits for \$62.50, \$2.00 gloves for \$1.45, \$14.95 cloaks for \$9.98, guaranteed \$1.00 value neckties for 63 cents, and so on down through the old, stale, familiar list of all kinds of merchandise for what it is not worth, almost anywhere in the main shopping district of Dallas.

The advertising manager of one of the leading stores, and perhaps the most conservative in its advertising, explained to me that he would like to cut out "values" altogether (he had really reduced this type of exploitation greatly), but that he feared the competition of less conscientious merchants.

"Besides," he added, "there are cases where you've almost got to use values. Take our silk sale. We offered silk garments bought to sell at \$45 for as low as \$27.50. In that case I called 'em \$45 values, and I was right."

"Why did you sell them at such a reduction?" I asked.

"The silk market broke," he explained.

"Then the other stores in town were able or were forced to make similar reductions?"

"Yes."

"And, although garments of the same sort as yours were selling at like reductions all around you, you still consider that you were justified in calling your goods worth \$45?"

"Certainly," he retorted. "They were meant to sell at that, weren't they? And they would have if the market hadn't cracked."

And there we stopped before a blank wall of argument. So I shifted the subject from values and inquired about the returned goods campaign. Here, at least, some definite stand had been taken. With the support of the local press, six of the largest department stores formulated a campaign of education on the "square deal" principle. Most of the high class smaller stores followed suit. Three days in the customer's possession was established as the limit within which goods bought would be accepted for credit or refund, except in special cases. The public responded satisfactorily, and the system has resulted in a great saving of useless expense. Even in this respect, however, the timidity of the stores and the fear of what their competitors may do have affected the campaign. Because the merchants hesitate to close out their accounts, the "sweater" and the "repeater" still operate, though to a very limited extent as compared to the period previous to the advertising campaign on returned goods. Departments in which the returns ran as high as 25% now average only about 8%.

Official work for better advertising conditions is embodied in the Dallas Advertising League, an organization which has already done some good work, is healthily dissatisfied with what is still undone and purposes to go ahead and do a lot more. It has as president a practical business man who is a large and strictly repu-

## Dainty Silk Underwear for Brides and Bridesmaids

Women's Glove Silk Vests—  
pink or white, tailor-top finish—  
our reg. \$1.97.....1.37  
Bloomers to match.....1.87  
Women's Glove Silk Vests—  
crochet tops or French hand—  
embroidered—white and pink.....1.97  
Women's Glove Silk-Top  
Union Suits—  
fine cotton body, with slight  
imperfections, but none which will  
alter durability—mostly extra  
sizes—\$1.19 and \$1.29 qualities... .77

## ACCESSORIES for The Bride's Dressing Table

Ivory Tint Set of Ten Pieces—  
Special.....7.46  
Ivory Tint Set of Fourteen Pieces—  
all perfectly matched.....14.96  
Ivory Tint Tray—large—heavy—  
our reg. \$1.25......96  
Ivory Tint Hatpin Holder—  
our reg. .56......42  
Ivory Tint Buffer—with removable  
chamois—our reg. .96......84  
Ivory Tint File, Hook and Cuticle  
Knife—each......23  
Ivory Tint Salve Jars—  
glass lined......23  
Ivory Tint Puff Boxes and Hair  
Receivers—each—our reg. .64......52  
Ivory Tint Hair Brush—  
Stamped "French Ivory".....1.23  
Ivory Tint Hand Mirror—  
Stamped "French Ivory".....1.69  
Also Military Brushes For Him—  
Stamped "French Ivory"—per pair  
our reg. \$3.47.....3.00  
Mirror to match.....1.96

## DRESS FABRICS

Wide Variety of Popular Suitings  
34-in. Fine Worsted Shepherd  
Checks—small, medium and large  
patterns—Soft finish—  
regularly \$1.68.....1.32  
48-in. All-Worsted Fine Twill Serge—  
lustrous finish, in brown, tan, taupe,  
prune, myrtle, cadet, navy and  
black—regularly \$1.34.....1.00  
48-in. All-Wool Cream French  
Serge—fine twill—reg. \$1.48.....1.20  
48-in. All-Wool Brunellias—Soft,  
lustrous finish, in brown, tan, taupe,  
prune, myrtle, cadet, navy and  
black—regularly \$1.08......88  
48-in. All-Wool Gabardine—Small  
diagonal, raised weave, in cadet,  
brown, myrtle, navy and black.....1.68  
54-in. All-Wool Military Coatings  
and Suitings—tan, khaki and  
olive mixtures.....3.38 and 3.97

## Newest of White Stuffs

36-in. Skirtings—  
and honeycomb cloth—  
our reg. .38......30  
(Four yards make a skirt.)  
36-in. Skirting Gabardines—  
Waffle cloth and mercerized  
poplin—good weight—our reg. .58......52  
27-in. Poplins  
For uniforms and  
children's wear—our reg. .28......22  
39-in Dress and Blouse Voiles  
and Lingerie Batiste—also  
underwear nainsook—  
our reg. .25......20  
45-in. Chiffon Voiles  
for dresses and blouses—  
our reg. .38......32

## Gloves for Wedding and Reception OR ANY SUMMER DAY

Women's White Kid Gloves—  
16-button length, soft and  
pliable, with 3 pearl buttons... 2.67  
Women's White Silk Gloves—  
16-button length......98  
Women's White Milanese Silk Gloves—  
16-button length.....1.25  
Heavier quality.....1.50

## Leather Accessories for Wedding and Vacation Trip

Everything from Roomy, Durable  
Travel Bags to Smart Little Hand  
Bags of Latest Design.  
Cowhide Travel Bags—Black, crepe-  
grained, with reinforced edges  
(16, 17 and 18 in.).....5.60  
Cowhide Travel Bags—In brown and  
black with reinforced corners  
(16, 17 and 18 in.)—  
our reg. \$4.96.....4.24  
Envelope Bags of Morocco, Yachette—  
and other popular leathers, with  
safety pocket inside frame—  
our reg. \$3.34.....2.95  
Leather and Silk Bags—Draw string,  
dress and envelope styles, with  
fancy and plain linings—in black  
and colors—our reg. .92......87  
Patent Enamel Belts—(15-4 inches  
wide)—our reg. .21......17  
Matting Travel Bags—Bound edges—  
(14, 16 and 18 in.)......84

## Untrimmed Hats 3.35

Our reg. \$4.74.  
In Hare and Milan—in black,  
white and colors. Hats of un-  
usual quality.  
Trimming service free of  
charge when materials are pur-  
chased here.

# HEARN

Fourteenth Street West of Fifth Avenue

"BUSINESS AS USUAL"  
Reason!!! Hustle, Confidence and Cash  
and VALUES Like These

## HOSIERY SALE

MONDAY—TUESDAY—WEDNESDAY

Stockings occupy foremost place in Apparel to-day—Therefore this Opportunity will be appreciated by a great majority.

FOR WOMEN  
Black Lisle Hose  
24  
Our reg. .59  
Double heel and toe—slight ir-  
regularities that will not impair  
wear.

Black Silk Hose  
1.74  
Our reg. \$2.25  
Double heel and toe.

Silk Hose, Special Purchase  
.77  
Seconds of \$1.09 and \$1.35 quali-  
ties—black, white and colors.

Men's Lisle Hose  
.19  
Our reg. .26  
Black, white and colors—double  
heel and toe.

Silk Hose  
.58  
Our reg. .78  
In novelty stripes and plaids.

All Exceptional Bargains!



### The "LIBERTY LOAN"

Buy a "Liberty Bond"  
Secured by All the Resources  
of the United States.

Every Man and Woman  
in America Should Help  
by Subscribing to the  
"Liberty Loan."

For Subscription Blanks  
and Full Particulars,  
Apply at Our Bond Booths.

Retail Merchants  
"Liberty Loan" Committee.

In co-operation with above committee  
and at our request.

THE GUARANTY TRUST CO.  
OF NEW YORK

has consented to handle these sub-  
scriptions—we will have an au-  
thorized representative of the Liberty  
Loan Committee to receive and care  
for subscriptions at our Bond Booth,  
Main Floor, adjoining Dress Goods  
Department.

FACTS TO CONSIDER:

Gold Bonds, \$50 and up, 3 1/2 per  
cent interest, and convertible into  
higher interest rate bonds if the  
Government should issue any during  
this war.

Free from all taxes ex-  
cept estate and inheritance.

These bonds are sold without com-  
missions or profits to any one. The  
Government gets all the money paid  
for them.

## MORNING SPECIALS—Monday and Tuesday, Until 1 P. M.

To prevent dealers buying quantities restricted. No Mail or Telephone Orders.

\$1.98 Tub Silk Blouses.....1.50  
Neat stripes—tailored models—  
sailor collar—sizes 36 to 44.....  
BLACKS—SECOND FLOOR.  
92 ct. Women's Middy Blouses... .70  
White drill with Copenhagen, navy  
and tan trimmings—open front—belt  
and pockets.....  
BOYS' FURNISHING—THIRD FLOOR.  
\$1.47 Little Tots' White Dresses.....1.00  
Empire, French and belted styles—  
lace, emby and ribbon—sizes to 6  
years.....  
BOYS' DEPT.—SECOND FLOOR.  
97 ct. Women's Extra Size  
Union Suits......56  
Low neck—sleeveless—neatly fin-  
ished—lace trimmed or shell knee  
drawers.....  
KNIT UNDERWEAR—MAIN FLOOR.  
64 ct. Men's Balbriggan  
Underwear......45  
Shirts—short or long sleeves—  
drawers—double seats—all sizes.  
MEN'S UNDERWEAR—MAIN FLOOR.  
48 ct. Gingham Rompers......35  
Pink and blue checks—also pink  
and tan chambray—4 to 8 years.  
BOYS' FURNISHING—THIRD FLOOR.  
54 ct. Children's Pajamas......45  
New patterns and colors—one and  
two-piece styles—6 to 14 years.  
BOYS' FURNISHING—THIRD FLOOR.  
\$3.94 Boys' Suits—8 to 18 yrs.....4.65  
Norfolk models—new mixtures—  
some have extra trousers.  
BOYS' CLOTHING—THIRD FLOOR.  
\$3.96 Little Boys' Suits.....3.00  
3 to 8 years—Junior models—  
checks, stripes and mixtures.  
BOYS' CLOTHING—THIRD FLOOR.  
19 and 24 ct. Fancy Voiles......12  
36 to 40 inch—assortment of  
florals, figures, checks and stripes.  
WASH DRESS FABRICS—BASEMENT.  
19 ct. Romper Suitings......15  
Woven fabrics—nothing better for  
knockabout clothes.  
WASH DRESS FABRICS—BASEMENT.  
45 ct. Silk Mixed Novelities......31  
Assortment of street and evening  
shades.  
WASH DRESS FABRICS—BASEMENT.  
\$1.27 and \$1.49 Novelty Serim  
Curtains......93  
With valance—lace insert or ball  
fringe.  
LACE CURTAINS—BASEMENT

\$1.21 Satins—33 inch......92  
Large variety of light medium and  
dark colors—specially soft.  
SILKS—MAIN FLOOR.  
68 ct. Shepherd Checks......53  
54 inch—part wool—black and white  
medium size checks.  
DRESS GOODS—MAIN FLOOR.  
25 ct. Wide Ribbons......18  
Satin, plain or moire taffetas—  
black, white and colors, also Dres-  
dens.  
RIBBONS—MAIN FLOOR.  
25 ct. White Voiles and Swisses......19  
36 inch—stripes, checks, crossbars  
and dots and many others—for  
dresses, blouses and children's  
wear.  
WHITE GOODS—MAIN FLOOR.  
\$9.00 Genuine Crex Grass Rugs.....7.44  
9x12 ft.—Grecian scroll, floral and  
novelty borders—green, tan, blue  
and red grounds.  
RUGS—THIRD FLOOR.  
33 ct. Table Knives and Forks......24  
Celluloid handles—fine American  
steel—warranted by maker.  
KNIVES—MAIN FLOOR.  
14 ct. Dish and Roller Towelings.....10 1/2  
Colored borders—also glass checks.  
TOWELINGS—MAIN FLOOR.  
45 ct. Opaque Window Shades......33  
7x3 ft.—assorted colors—complete  
with rollers and fixtures.  
SHADES—THIRD FLOOR.  
75 ct. Bath Seats......52  
White enameled.  
SHADE DEPT.—THIRD FLOOR.  
16 ct. Cotton Hock Towels......12  
Fine, close weave—bleached—  
hemmed—white damask borders.  
TOWELS—MAIN FLOOR.  
\$1.74 Wool Nap Blankets.....1.20  
White and gray—contrast borders  
—4 size—also cotton fleece—full  
sizes.  
BLANKETS—BASEMENT.  
\$1.98 Crochet Spreads.....1.26  
Full size—good patterns—impossi-  
ble to purchase these spreads in  
case lots at this price.  
SPREADS—BASEMENT.  
39 ct. Bleached Sheetings......26  
2 1/4 yards wide—for full size sheets.  
MUSLINS—BASEMENT.  
12 1/2 ct. Novelty Bordered Scrims......9  
Also plain white—36 inch.  
UPHOLSTERY—BASEMENT

Look for the Clocks!  
Clock Signs Denote Morning Specials.

## Important News About Frocks



## This New Tunic Dress

(It's a copy of a very expensive gown) is simplicity itself—but whatever its charm it's certainly tremendously becoming. Designed in beige serge—but it also comes in blue—bound with silk braid, it has a finished air—all sizes for misses and women. Our reg. \$16.94.

Special 12.50

## A Foulard Frock



The frock illustrated is in black with Corn dolls—and crepe collar and cuffs in white. Other Foulard Frocks in blue. Our reg. \$24.50.

Special 19.50

## Very Special 14.75 Smart Frocks

Sizes for women and misses. Just a splendid group of different designs—scarcely two alike—some exquisite crepe Georgette (samples). Some very lovely crepe de chine—some serge—some crepe meters—many tafetas, striped or plain. Navy blue, black, spring green, rose, beige, pearl gray. Hogue blue, are some of the other colors. In various designs, the piquant tafetas with perky skirts—and some showing emby—simple pleated styles—others with tunics. All rather simple—and exceedingly attractive in color and design.

Alterations free of charge.

## Silk Petticoats

The June Bride will want to select several for the various frocks of the trousseau—and here are sheer Summer frocks in now—these white tub silk petticoats are just the thing for them.

## Non-Transparent Petticoats

Special.  
2.45  
Our reg. \$2.93  
Of white tub silk—just as light and comfortable as may be—some have double panels front and back. Fitted bands—pleated and ruffled flounces.

## Gay Silk Petticoats

Special.  
5.54  
Our reg. \$6.65  
In black and a great variety of the newest changeable effects—Café fully made with fitted bands—deep flounces—shirred, corded, ruffled, trimmed—ruffled or tailored styles—with silk underlays that add so greatly to the wear of the petticoat.

## UNUSUAL PRICE CUT SALE

Women's Morning Frocks  
and House Dresses  
See American for particulars